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1918



New Decorative Dahlia—Dr. Tevis—See Page 2

Frank D. Pelicano & Co.

Nursery and Dahlia Farm



119 Guttenberg Street, San Francisco, Cal.

Telephone Randolph 2307

Some of Our Recent Prizes

FIRST PRIZE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, 1915

BEST VASE—50 BLOOMS

FIRST PRIZE—BEST 12 BLOOMS

FIRST PRIZE—BEST BASKET

FIRST PRIZE FOR NEW SEEDLING—DR. TEVIS, 1915

DISPLAY HELD AT PALACE HOTEL BY CALIFORNIA DAHLIA GROWERS
ASSOCIATION, 1916

FIRST PRIZE FOR TWO-YEAR-OLD SEEDLING—DR. TEVIS 1916

FIRST PRIZE—BEST VASE OF 50 BLOOM

FIRST PRIZE—BEST VASE OF 25 BLOOMS

FIRST PRIZE FOR BEST BASKET DAHLIAS

FIRST PRIZE FOR BEST DISPLAY DAHLIAS

FIRST PRIZE FOR BEST TABLE DECORATION

DISPLAY HELD AT CIVIC AUDITORIUM BY CALIFORNIA DAHLIA
SOCIETY, 1916

FIRST PRIZE FOR BEST DISPLAY OF DAHLIAS

FIRST PRIZE FOR BEST VASE OF 25 BLOOMS

FIRST PRIZE FOR BEST BASKET

FIRST PRIZE FOR BEST TABLE DECORATION

SPECIAL PRIZE OFFERED BY VAUGHN'S SEED STORE, CHICAGO, FOR MOST
MERITORIOUS DISPLAY IN THE SHOW—BRONZE MEDAL

DISPLAY HELD BY THE SUNSET DAHLIA SOCIETY, AUGUST, 1917

SPECIAL AWARD FOR VASE OF 25 BLOOMS OF DR. TEVIS

DISPLAY HELD BY THE PARK RICHMOND DAHLIA SOCIETY, AUGUST, 1917

SPECIAL AWARD FOR VASE OF 25 BLOOMS OF DR. TEVIS

DISPLAY HELD AT THE PALACE HOTEL BY THE DAHLIA SOCIETY OF
CALIFORNIA—SEPTEMBER 3, 1917

FIRST PRIZE FOR GENERAL EXHIBIT

FIRST PRIZE FOR 25 BLOOMS OF DR. TEVIS

DISPLAY HELD AT THE ST. FRANCIS HOTEL BY THE DAHLIA SOCIETY
OF CALIFORNIA—SEPTEMBER 27, 1917

FIRST PRIZE FOR THE BEST 6 BLOOMS OF DR. TEVIS

FIRST PRIZE FOR THE BEST VASE OF 25 BLOOMS—DR. TEVIS

FIRST PRIZE FOR BEST THREE-YEAR-OLD SEEDLING—DR. TEVIS

FIRST PRIZE FOR MOST MERITORIOUS DISPLAY—GOLD MEDAL

TO MY FRIENDS AND PATRONS:

I present this, my new Catalogue for 1918, of California field-grown bulbs. As the public knows, my collection exhibited at the Panama-Pacific International Exposition and various other shows, received the highest awards and certificates, you can therefore buy from me, knowing you have the best on the market and true to name.

I thank my patrons for past orders and can assure them of the same treatment in the future as in the past.

Visitors are always welcome at our farm, especially in blossom time, which is from June to November, and can make selections in the field from flowering plants with much greater satisfaction.

Our farm is located on Guttenberg Street, one block East of Mission. Take either No. 14 or San Mateo cars.

Cordially yours,

FRANK D. PELICANO,

Dahlia Expert.

CULTURE OF THE DAHLIA

The Dahlia is one of the easiest of all flowers to grow and will produce more flowers than any other plant grown, if the simple cultural directions are followed closely. They can be grown in any good garden soil, but, if possible, plant in an open, sunny situation. Prepare the soil thoroughly by digging 12 to 18 inches deep, in the fall, if possible, and again in the spring. Plant any time between April 1 and June 1, digging holes six inches deep and from three to four feet apart. Then lay in the tuber flat on its side, the size of which makes no difference as long as it has one strong eye, or sprout. Cover three inches deep, thus leaving the hole one-half full, to be filled after plant comes up to 6 to 8 inches above the ground. As soon as plant is large enough, cut out the top of it just above the second or third set of leaves, which causes the plant to grow a stout branch at the base of each of the four or six leaves left. Just as soon as the plants are up, the most important thing to do is to keep the soil loose and mellow by hoeing or cultivating once or twice a week, and just as soon after each rain, as the soil will permit. As soon as the buds appear, stop all cultivation and give the beds a mulch of rotted manure, leaves, grass clippings, etc., and around the base of each plant, place a shovel full of well-rotted manure, if possible. Water the beds and plants thoroughly once or twice a week and especially during the dry weather. It is hardly necessary to water the plants very much until the first part of July, unless we experience a dry season in June, or unless you have them planted in a narrow bed or single row and the adjoining ground is not kept moist. To have the greatest success is to keep them growing, but as strong and sturdy as possible. Never allow the faded flowers to remain on the plant, but cut them off with as much stem or stalk as you can. Dahlias will continue to bloom until a heavy frost kills the tops in late fall, after which the tops are cut off and the roots are dug up and stored in a frost-proof cellar or basement, covering with dry soil, sand or anything that will keep them from shriveling. Divide in the spring after the eyes begin to show.

PLEASE READ BEFORE ORDERING

Order Early—Do not delay ordering until planting time, as many varieties will be sold out. As orders are received, stock will be reserved and sent at the proper time, or sooner, if requested.

Terms—Cash with order by Money Order or Bank Draft. Stamps will be accepted for all orders amounting to \$1.00 or less.

Shipping—All orders taken at the Dahlia Shows and Gardens last fall and those received this spring, will be sent the latter half of April, unless we are advised to send otherwise.

Our Guarantee—We guarantee every bulb, root or plant sent out to be true to name and color, and also to be in growing condition when received, after which our responsibility ceases. Please notify at once if anything is unsatisfactory when received, or any bulb or tuber does not start to grow after planted a reasonable time.

Substitution—We never substitute unless asked to do so, in the order, but would suggest naming a few varieties as second choice.

Name and Address—Be sure to write name and address very plainly in each letter and send same to the following address.

FRANK D. PELICANO & CO. NURSERY AND DAHLIA FARM

119 Guttenberg Street

San Francisco, California



NEW PRIZE WINNING DECORATIVE DAHLIA—DR. TEVIS

First Prize Best Vase of 25 Blooms | First Prize Best Vase of 6 Blooms

First Prize Best Three-Year-Old Seedling

DAHLIA SOCIETY OF CALIFORNIA EXHIBITION—ST. FRANCIS HOTEL, 1917

The largest and most beautiful of all decorative Dahlias. The coloring is absolutely unique, a soft salmon rose, suffused with old gold, which deepens to golden apricot towards the center. The flowers average from 9 to 11 inches in diameter, and are borne aloft on absolutely stiff, straight stems of great length. The center of this decorative is one of its strong points.

This Dahlia has attracted great attention whenever it has been exhibited, and many California growers have pronounced it the finest and most beautiful Dahlia they have ever seen. The plant is a vigorous and sturdy grower, and a heavy producer of blossoms.

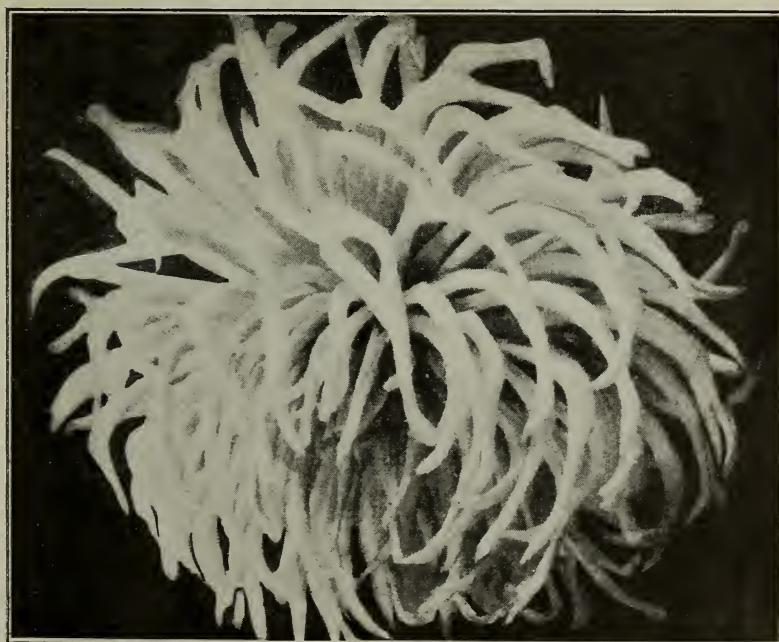
“Dr. Tevis” started its first year as a prize winner when it captured the bronze medal as best seedling in 1915, at the Panama-Pacific International Exhibit. In 1916, it won the first prize for the best two-year-old seedling at the California Growers’ Association at the Palace Hotel. The Dahlia continued its prize-winning record this past year by winning the gold medal for 25 blooms at the Dahlia Society of California Show at the Palace Hotel, and gold medal as the best three-year-old seedling at the St. Francis Hotel Show, and another gold medal for the best 25 blooms, and gold medal for the best 6 blooms.

But its biggest triumph was 1917, in the winning of first prize at the Dahlia Society’s trial gardens at San Rafael. Dr. Tevis wins these honors in a competition of nearly 50 other Dahlias.

Cactus Varieties of Dahlias

The true "Cactus" form, or type of Dahlia, is that which has the long, sharp-pointed quilled petal, and was until recently more to be desired than any other type of Dahlia. While the new Peony and Decorative types are rapidly gaining in popular esteem, the Cactus type, because of its elegant form and its richness and diversity of coloring, will still continue to be the favorite with many of our customers. Cactus varieties are, as a rule, very free in bloom.

CRYSTAL—Silvery pink; a fine flower.....	35c
DR. ROY APPLETON—Lemon yellow, changing to salmon; one of the best.....	35c
EDITH CARTER—Grand variety; yellow and tipped carmine.....	25c
IRRESISTIBLE—Yellow; heavily shaded rose; a large and grand flower.....	35c
MATADOR—Pink, suffused with rosy lake; very deep and full.....	\$1.50
MRS. D. FLEMING—The best white; on good stems.....	35c
RUPERT—Fine orange bronze; incurving flower; on stiff stems.....	75c
SWEET BRIAR—Exquisite pink; good for garden and exhibition.....	35c
SALMON QUEEN—Deep old rose	25c
WODAN—Salmon rose and old gold; one of the best.....	35c
WACHT-EIM-RHEIN—Soft, rosy pink; beautiful form.....	25c
BELOIT—Rich purple, garnet; very large flowers; borne on long stems.....	35c
GOLDEN WEST—Golden yellow, suffused bronze; California variety	75c
EMBLEM—Deep primrose, tipped rose pink; large exhibition size.....	35c
E. F. HAWES—Clear salmon pink; good garden variety.....	75c
RHEINISCHER FROHSINN—White at base, with carmine rose.....	50c
GEORGE WALTERS—A prize winner; this is a monster hybrid cactus of lovely coloring; pinkish salmon, shading to a yellow base. The blossom is freely produced on long stems; the flower has petals of great substance, and is good for any purpose. One of the best Dahlias in existance.....	\$1.50
JUSTICE BAILEY—Shell pink, blending into lavender; very large flowers.....	50c
YELLOW KING—Very pleasing shade of yellow; the stem is very long and rigid. The formation of long, twisted petals, is perfect.....	75c



Cactus Variety of Dahlia—Edith Carter

Decorative Dahlias

This form is unquestionably the best type of the Dahlia for cut flower purposes, with possibly the exception of the show form—both of these types being quite compact, and, therefore, possessed with keeping qualities far in excess of other types.

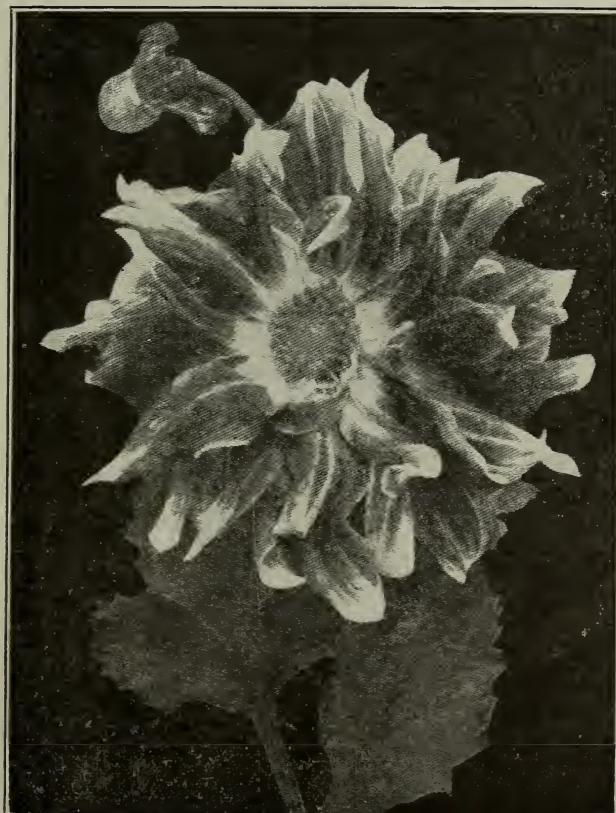
The true Decorative Dahlia has broad, rounded petals and should never show an open center. Nearly all of this type of Dahlia produce flowers of exceptional size and beauty, with splendid long, stout stems. The larger part of this extraordinarily fine collection are of our own introduction. They cannot fail to please the most critical.

AMERICA—One of the best Dahlias for cutting in existence, lasting a week in water; salmon shading to yellow; California Dahlia35c
CHIEFTAIN—Fancy yellow, ground striped with crimson.....	.50c
DELICE—A pretty shell pink25c
DR. TEVIS—The largest and most beautiful decorative in cultivation, with long strong stems; blooms average 9 to 11 inches across; color is a beautiful shade of soft salmon rose, suffused with old gold shading to a golden apricot; the largest Dahlia in existence for exhibition purposes	\$2.50
FUTURITY—A beautiful shade of shrimp pink and old rose.....	.75c
GENERAL JOFFRE—A pretty soft pink; shading to white; fine form; fine for garden or exhibition purposes	\$1.00
HORTALANUS FEIT—Salmon yellow; extra large and good.....	.50c
HENRY MAIER—One of the best yellows; very large.....	\$1.00
JUSTICE BAILEY—Shell pink, with center; fine form.....	.50c
LE GRAND MANITOU—A large flower; white, streaked with violet purple.....	.35c
KAISERIN AUGUSTA VICTORIA—Fine white; good stems.....	.25c
MASTERPIECE—A gigantic flower; rich tango; on long stems.....	.50c
MME. CHARVET—Large white; very free.....	.50c
MRS. G. POPE—A soft, pink-shaded pink and yellow; large bloom.....	.75c
MRS. R. LOHRMANN—Rich, clear yellow; fine exhibition flower.....	\$1.00
MELODY—Clear, canary yellow25c
MABEL—Mauve pink; a fine garden variety50c
MRS. R. D. ROBINSON—Canary yellow; petals twisted and curved.....	.25c
MINNIE BURGLE—Very bright crimson; good for garden exhibition.....	.25c
MRS. KITTLEWELL—Very dark crimson; free; on fine stems.....	.25c
MRS. J. G. SLOCOMBE—Salmon; very free; on long stems35c
MME. VAN DEN DALE—Blush pink; large; one of the best.....	.25c
MILDRED SLOCOMBE—Pale lavender; fine form35c
OFFENBACH—Clear yellow; graceful flower; on long stems.....	\$1.00
PRINCESS DANILLO—Deep pink, with salmon shading; on long stems.....	.50c
ST. GEORGE—Large salmon; tipped white; distinct50c
SEA BRIGHT—Rich amber yellow; large; on fine stems.....	.35c
VERDI—Rich, ruby crimson35c
MME. ROZAIN—Light lavender shading to heliotrope; a fine garden variety.....	.50c
J. M. GOODRICH—A beautiful salmon pink; each petal effectively tipped primrose yellow35c
MONS. LENORMAND—Bright yellow; striped and speckled with red and often tipped with white; long stem.....	.50c

Novelty Peony Dahlias of Merit

Although this type of the Dahlia family was originated in Holland only a few years ago, it has become extremely popular and bids fair to outrival the Cactus type in this respect. They are of immense size and have from 2 to 5 rows of long, broad petals, which are generally curled and twisted, giving the appearance in form of a semi-double Chinese Peony, hence their name. They are the freest bloomers and are unequalled for a continuous display in the garden.

BERTHA VON SUTTNER	Pink; suffused yellow; extra large and good	35c
FRAULIEN BUDDE	Very large; lines and soft pink; very free	50c
CREAM KING	A large creamy yellow; fine for exhibition purposes	75c
GEISHA	The most popular of the Peonies; a stunner; in red and gold; greatly prized for cutting and exhibiting	35c
HAMPTON COURT	Deep pink; very free	25c
JULIET	Old rose; suffused yellow; good	50c
MEYERBEER	Purple-lined crimson; the largest Peony in cultivation	\$1.00
MME. VARD	Currant red, with yellow center; French novelty	75c
MINISTER TALMA	Mauve, shading lighter; fine form	35c
MME. J. MARTIN	Yellow, ground striped, rose; a pretty fancy	35c
MRS. NATHANIEL SLOCOMBIE	A fine, soft yellow; with fine stem	50c
MME. J. COISSORD	White ground, shaded rosy cerise	35c
MONDSCHEIBE	Golden yellow; blooms very large	35c
MISS J. BIGSTIEN	A pretty lilac blue, with graceful curling florets	35c
PHIDUS	Lovely shade of salmon pink	35c
NORAH LINDSAY	Buff, suffused mauve pink; one of the largest	50c
ROI DES JAUNES	A pretty canary yellow; very large	35c
JOHN WANAMAKER	Soft, lavender pink	25c
WEBER	Lovely rose pink; on long stems	50c



Peony Dahlia - Geisha

Show and Fancy Dahlias

These are the old-fashioned quilled, double flowers, and still hold a warm place in the hearts of many people.

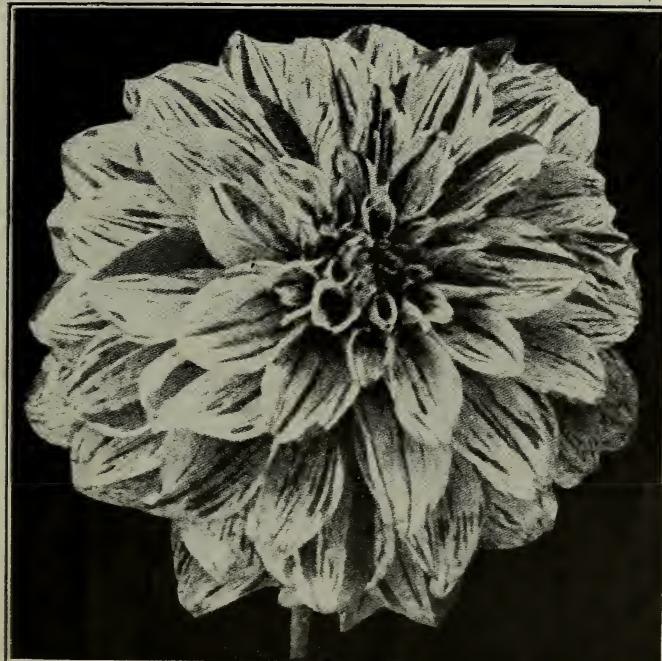
DREERS WHITE—Pure white	25c
DAVID WARFIELD—Burgundy wine	35c
D. M. MOORE—Dark maroon	35c
DREERS YELLOW—Yellow; quilled effect	50c
NUGGETT—Yellow; striped with scarlet	35c
ROSE—Rose	25c
GOLDEN WEST—Pretty canary yellow; large flowers	35c
SLOCOMBE WHITE—White; very deep and full	75c
W. W. RAWSON—White; tipped with lavender	25c
YUBAN—On improved Gold Medal; only large; fine form	50c
KAISER WILHELM—Yellow; striped crimson	25c



Futurity—Decorative Dahlia. See Page Four

Pompom Dahlias

AMBER QUEEN—Deep amber	25c
ANNIE DONCASTER—Crushed strawberry	35c
BACCHUS—Bright red	25c
BELLE OF SPRINGFIELD—Brick red, smallest Dahlia in cultivation	25c
BRUNETTE—Crimson, with white center	25c
CRUSO—White ground; edged rose pink	25c
DARK EYE—White with lavender tips	25c
EDITH BRYANT—Soft, creamy yellow; edged crimson	35c
GIRLIE—Pinkish mauve	25c
GRAS AM WEIN—Crushed strawberry	25c
HARRY SNOOK—Rose pink, with white center	35c
IDEAL—Clear yellow	25c
JOHNNIE—Deep crimson; maroon	50c
KITTY BARRETT—Golden yellow; purple edged	35c
LASSIE—Yellow base; rose tips	25c
MARS—Bright scarlet; one of the best	35c
NERESSIA—A rose-tinted silver	35c
NELLY FRAZER—White; ground, tipped rose	35c
SUNSET—Beautiful tint of orange	25c
WEE GRACIE—White, tipped with lavender; very pretty	25c



La Grand Manitou—Decorative. See Page Four

Collarette Dahlias

Collarette Dahlias are similar in size to the Single Dahlia, but have a row of shorter petals, forming a collar around the yellow disc. They are very bright and pretty.

AMATEUR CHAVANET—A bright flame with a collar of lighter tint.....	50c
DIADEM—Rose pink; white collar	35c
EXPOSITION DE LYON—Beautiful red, with white collar.....	25c
GILLS POINSETTA—A very pretty single and good cut flowers.....	25c
MME. GYGAX—Yellow splashed red; primrose collar.....	25c
PRINCESS OF WALES—A pretty single; lovely shade of pink.....	25c
MRS. JOHNSON HICKS—A fine single; pale buff with deep crimson.....	25c



Decorative Dahlia—Gen. Joffre. See Page Four

Special Offers

A fine assortment of Dahlias, my own selection of the best varieties, giving a good variation of color and type:

6 DIFFERENT VARIETIES	\$1.50
12 DIFFERENT VARIETIES	2.50
25 DIFFERENT VARIETIES	5.00

Dahlia Seed

25c Per Package—50c Per Large Package

Cut Flowers

To make Dahlia blooms last, cut early in the morning and put immediately in a deep vase of cold water.

To All Our Friends

We invite them to visit our Dahlia Farm when in bloom
—from June to November. Take No. 14 (Mission) or
San Mateo Car; get off at Foote Street.



Frank D. Pelicano & Co.

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